

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, McLaughlin & Associates,
being/on behalf of: Connie mack, a legally
qualified candidate of the Republican political
party for the office of: U.S. Senate
in the General
election to be held on: Nov 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

ORDER ATTACHED

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Connie Mack

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Craig Engle, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8.22.12

Date

Marianne Campbell

Signature

M Campbell

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Friends of Connie Mack
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

M Campbell

signature of candidate or authorized committee

Marianne Campbell for Friends of Connie Mack

printed name

4-10-12

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.



WFTS

ORDER

Flight Dates 09/25/12-09/30/12

Contract / Revision 312137 /

Original Date / Revision
09/24/12 09/24/12

Advertiser Mack / Republican / US Sena

Agency McLaughlin & Associates

Buying Contact

919 Prince Street
Alexandria, VA 22314

Product
Friends of Connie Mack

Agency Com 15%

Billing Contact

566 South Route 303
Blauvelt, NY 10913

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 499

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBHS	%	
WBSV	%	
WCLF	%	
WEDU	%	
WFLA	%	
WMOR	%	
WTOG	%	
WTSP	%	
WTTA	%	
WTVT	%	
WUSF	%	
WVEA	%	
WWSB	%	
WXPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	2	\$1,955.00	\$2,300.00	0.00	08/27/12	09/27/12	2	\$1,955.00	\$2,300.00
Totals	2	\$1,955.00	\$2,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WFTS	09/25/12	09/30/12	M-F 12-1p ABC Action News	CM	1158a-1p	-1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-1-----					1	\$700.00		0.00			
N 2	WFTS	09/25/12	09/30/12	M-F 6-630p ABC Action News	CM	558-630p	---1---	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00



WFTS

Print Date: 09/24/12

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Contract / Revision **312137** Flight Dates **09/25/12-09/30/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:20:00

Advertiser **Mack / Republican / US Sen** Product **Friends of Connie Mack**

Estimate # **499**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 2	WFTS	09/25/12	09/30/12	M-F 6-630p	CM	558-630p	---1---	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00	
ABC Action News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/24/12	09/30/12	---1---	1		\$1,600.00		0.00							
														Totals	2	\$2,300.00